

7-MINUTE GUIDE TO GROWING YOUR REFERRAL NETWORK



You increase the number of referrals you generate for your business each time your network grows. BNI Members receive training on how to deliver referrals that turn into business. Referral customers **spend more with you and remain loyal** longer than other marketing methods.

The larger your BNI Chapter the more you increase the number of people within your network who are trained and dedicated to deliver referrals to you. Growing your chapter is an **opportunity for every member to grow and celebrate success.**

YOU WILL CLOSE MORE BUSINESS AS YOU GROW YOUR NETWORK

3-SIMPLE STEPS TO SPONSORING NEW CHAPTER MEMBERS TO GROW YOUR NETWORK

STEP 1

IDENTIFY

Take an inventory of your current network. Identify your target professional classifications and who brings you valuable contacts. Make a list of individuals you'd love to have in your network. **If you know them, invite them** to be your guest at a chapter meeting. If you don't know them, ask who within your chapter is the best person to invite them to grow your network.

STEP 2

INVITE

The key is to invite your prospective visitor to a meeting. Your visitor must come to see a meeting and learn how BNI works before they can make a commitment to joining your network. Once your visitor attends, they are in a better position to see the value and commitment of joining the chapter. **Make sure you call or text your guest** the night before as a reminder. This demonstrates their attendance is important to you.

STEP 3

FOLLOW-UP

Make your visitor feel welcome when they arrive. **Introduce them to other members of your chapter.** With each introduction, tell both parties how they could be a beneficial contact. After the meeting, ask your visitor, "How do you feel about joining a group of people that are going to pass you business?"

INVITE USING AN INTRIGUING AND COMPLEMENTARY APPROACH

To help make invitations as simple as possible, here's a sample script you can use:



Hi Julie,

I am pulling together an exclusive network of successful business people who believe in helping each other grow their businesses. We are looking for a reliable person who is an expert in [prospect's professional classification] to add to our network. I immediately thought of you. Are you available on [date for next chapter meeting] to visit with us?

IDENTIFY THE KEY GAPS IN YOUR REFERRAL NETWORK



The strongest networks have members across many different professional classifications.

Here are common professional classifications for BNI Members. **Check the box** next to each category that is already represented within your chapter:



Chapter Contact Sphere Report [Blank]

Chapter Name:

Business & Financial	Business & Financial	Home & Auto	Home & Auto	Personal & Wellness Services
Financial Advisor (21) ☐	Life Coach (2) ☐	Property & Casualty Insurance (29) ☐	Lawn Care (1) ☐	Health Facility/Gym/Club (1) ☐
Life and Disability Insurance (15) ☐	Photographer (2) ☐	Restoration (21) ☐	Locksmith (1) ☐	Hypnotherapist (1) ☐
Estate Planning Law (14) ☐	Printer (2) ☐	HVAC - Heating & Air (14) ☐	Power Washing (1) ☐	Martial Arts (1) ☐
Commercial Insurance (13) ☐	Technicians - Audio, Video (2) ☐	Flooring (13) ☐	Retail (Other) (1) ☐	Nutritionist (1) ☐
Digital Marketing (9) ☐	Advertising Agency (1) ☐	Pest Control (13) ☐	Tree Services (1) ☐	Orthodontist (1) ☐
Tax Advisor (9) ☐	Banking Services (1) ☐	Carpet, Upholstery Cleaner (12) ☐	Personal & Wellness Services	Physical Therapist (1) ☐
IT & Networks (8) ☐	Branding (1) ☐	Auto/Car Repair (11) ☐	Health Insurance (25) ☐	Senior Service Provider (1) ☐
Web Design (8) ☐	Business Advisor (1) ☐	Handyman (9) ☐	Chiropractor (24) ☐	Travel (Other) (1) ☐
Graphic Designer (6) ☐	Business Consultant (1) ☐	Auto/Car Body Shop (8) ☐	Personal Injury Law (17) ☐	Travel Agent (1) ☐
Business Training/Coach (5) ☐	Business Consultant - Small ... (1) ☐	Landscape Services (7) ☐	Massage Therapist (8) ☐	Real Estate
Certified Public Accountant ... (5) ☐	Business Financing (1) ☐	Cleaning Service (6) ☐	Optician/Eye Care (5) ☐	Residential Mortgages (29) ☐
Print Advertising (5) ☐	Computer & Programming (Other) (1) ☐	Plumbing (6) ☐	Caterer (4) ☐	Residential Real Estate Agent (27) ☐
Promotional Products (5) ☐	Copywriter/Writer (1) ☐	Window Cleaning (6) ☐	General Dentist (4) ☐	Title Services (26) ☐
Bookkeeping (4) ☐	Employment/Labor Law (1) ☐	Electrician (5) ☐	Health Coach (4) ☐	Property Management (10) ☐
Credit Card/Merchant Services (4) ☐	Event Venue/Room Rental (1) ☐	Painter & Decorator (5) ☐	Nutritional Supplements (4) ☐	Builder/General Contractor (7) ☐
Finance & Insurance (Other) (4) ☐	Hotel (1) ☐	Auto/Car Detailing (4) ☐	Alternative Wellness (3) ☐	Home Inspection (5) ☐
Payroll Service (4) ☐	Leadership Coach (1) ☐	Auto/Car Sales (4) ☐	Essential Oils (3) ☐	Moving Company (5) ☐
Sign Company (4) ☐	Legal & Accounting (Other) (1) ☐	Garage Doors (3) ☐	Health & Wellness (Other) (3) ☐	Roofing & Gutters (5) ☐
Advertising & Marketing (Other) (3) ☐	Legal Service Plan (1) ☐	Family Law (2) ☐	Health & Wellness Products (3) ☐	Construction (Other) (4) ☐
Business Law (3) ☐	Manufacturing (Other) (1) ☐	Fine Jewelry (2) ☐	Cosmetics/Skin Care (2) ☐	Real Estate Inspector (4) ☐
Commercial Cleaning (3) ☐	Marketing Consultant (1) ☐	Lighting Retailers (2) ☐	Doctor/Physician (2) ☐	Cabinet Maker (3) ☐
Commercial Real Estate (3) ☐	Mobile Telecommunications (1) ☐	Renovations/Remodeling (2) ☐	Health & Wellness Services (2) ☐	Real Estate Investments (3) ☐
Embroidery (3) ☐	Notary (1) ☐	Tire Sales/Replacement (2) ☐	Personal Trainer - Fitness (2) ☐	Reverse Mortgages (3) ☐
Group Benefits (3) ☐	Office Equipment/Machines (1) ☐	Water Systems (2) ☐	Restaurant (2) ☐	Bricklayer/Stonemason (2) ☐
IT Consultants (3) ☐	Relationship Marketing (1) ☐	Window Treatments (2) ☐	Salon/Spa (2) ☐	Real Estate Services (Other) (2) ☐
Search Engine Optimization (3) ☐	Security Systems (1) ☐	Appliance Repair (1) ☐	Sports & Leisure (Other) (2) ☐	Solar (2) ☐
Social Media (3) ☐	Telecommunications Products/... (1) ☐	Auto Glass (1) ☐	Counselor/Psychotherapist (1) ☐	Carpenter (1) ☐
Animals (Other) (2) ☐	Training & Coaching (Other) (1) ☐	Cleaning Products (1) ☐	Food & Beverage (Other) (1) ☐	Cement/Concrete (1) ☐
Commercial Bank Services (2) ☐	Videographer/Film Producer (1) ☐	Flooring Retail (1) ☐	Food Service (1) ☐	Fences (1) ☐
Human Resources (2) ☐	Web Development (1) ☐	Furniture manufacture (1) ☐	Funeral Planning/Services (1) ☐	Pools, Spas & Saunas (1) ☐

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The classifications without check marks are the open positions within your BNI Chapter and your referral network. Who do you know that you would like to add to become an official member of your referral network by inviting them to join your BNI Chapter?

Pay special attention to any spheres with fewer than four classifications, these are the most urgent opportunities to grow your network.

FOR MORE INFORMATION:



VIDEO

- ✓ Member Success Program – **Cultivating Visitors**
- ✓ Power Team Training – **Identifying Industry Leaders**
- ✓ Power Team – **Identify Professional Classifications**



BOOK

Networking Like a Pro by Dr. Ivan Misner



BNI PODCAST:

- ✓ **Episode 541:** Inviting Visitors (Classic Podcast)
- ✓ **Episode 350:** Invite a Visitor (Get Connected–Stay Connected 7)
- ✓ **Episode 411:** Using Power Teams to Attract Visitors
- ✓ **Episode 458:** Inviting People - Good, Better, Best

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